

...Give us some info about yourself & we'll put you on our mail

SIGNATURE 136

BIRTH DATE 19

PHONE # 30-21

Signature (required)

Birth Date (required)

Phone number (Area Code)

- What is your regular brand of cigarettes - that is, the brand you smoke most often? (Brand) 41
- Is your regular brand...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's 9
- Is your regular brand...? (Check one.) ☐ Menthol ☐ Non-Menthol 43
- Is your regular brand...? (Check one.)
☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor
- Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both ways 4
- How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years
- The next time you go to the store, if your regular brand were not available, what would you do? (Check one.) 53
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.
- Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.
- If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> Carlton	<input type="checkbox"/> Montclair	<input type="checkbox"/> Superslims
<input type="checkbox"/> Basic	<input type="checkbox"/> Doral	<input type="checkbox"/> More	<input type="checkbox"/> True
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> GPC	<input type="checkbox"/> Newport	<input type="checkbox"/> Vantage
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Kent	<input type="checkbox"/> Now	<input type="checkbox"/> Viceroy
<input type="checkbox"/> Best Value	<input type="checkbox"/> Kool	<input type="checkbox"/> Parliament	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Bristol	<input type="checkbox"/> Magna	<input type="checkbox"/> Pyramid	<input type="checkbox"/> Winston
<input type="checkbox"/> Bucks	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Raleigh Extra	<input type="checkbox"/> None
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Merit	<input type="checkbox"/> Salem	<input type="checkbox"/> Other _____
<input type="checkbox"/> Camel	<input type="checkbox"/> Misty	<input type="checkbox"/> Sterling	
<input type="checkbox"/> Capri	<input type="checkbox"/> Monarch	<input type="checkbox"/> Store Brand/Generic	
- Please list all the brands of cigarettes you smoked at least one pack of in the past 12 months. How many packs did you smoke of each brand? (Use as many lines as you need. the exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand name	# of Packs
_____	_____
_____	_____
_____	_____

11. Have you purchased or do you intend to purchase Parliament Lights since attending the Party Zone? Y N
☐ Yes ☐ No

12. What do you think of the Parliament Party Zone? Y C U
☐ Very Cool ☐ Cool ☐ Unc

13. Would you attend another Party Zone event in your area? Y N
☐ Yes ☐ No

14. Do you have a friend, 21 years of age or older, who smokes and would like to receive

coupons and branded cigarettes from Philip Morris Inc.
Please print full name and phone number.

Name C-16

Phone number 20-21

76513

We personally assure you that no name will be sold, and we will not permit the use of this coupon by any company that is not affiliated with Philip Morris.

Moisten, fold, seal and mail. Please do not staple shut.

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